

CAIRO
Oct. 30 - Nov. 2, 2022



 **eduniversal**
WORLD CONVENTION

15TH EDUNIVERSAL WORLD CONVENTION



**The American
University in Cairo**
School of Business

PROGRAMME
OCTOBER 30 - NOVEMBER 2, 2022

**Bringing Business and Society Closer -
The Next Generation of Business Schools**

TIME	LOCATION		SESSION / ACTIVITY	SPEAKERS
08:15	Marriott Cairo Hotel		Departure from the Marriott Cairo Hotel to the Pyramids	
09:30 - 10:45	Pyramids		Pyramids tour	
10:45 - 11:45	9 Pyramids Lounge		Networking Brunch	
11:45 - 12:30			Visit Sphinx & Valley Temple	
12:30			Meeting point for bus transfer to the National Museum for Egyptian Civilization (NMEC)	
13:15 - 13:20	National Museum for Egyptian Civilization (NMEC)		Welcome remarks	Prof. Sherif KAMEL , Dean, School of Business, The American University in Cairo, Egypt, and Eduniversal International Scientific Committee member for Africa
13:20 - 14:20	National Museum for Egyptian Civilization (NMEC)	Talk about Egypt	«Deir el-Medina: Life in an Ancient Egyptian Workmen's Village.»	Dr. Yasmin El SHAZLY , Deputy Director for Research and Programs, American Research Center in Egypt (ARCE)
14:20 - 15:20	National Museum for Egyptian Civilization (NMEC)		Tour of the National Museum for Egyptian Civilization	
15:30	National Museum for Egyptian Civilization (NMEC)		Departure to the Marriott Cairo Hotel	
18:45 - 19:30	Almaz Terrace@ Marriott		Registration opens	
19:30	Almaz Terrace@ Marriott	Welcome reception	Welcome reception & Official Opening of the 15th Eduniversal World Convention	Prof. Sherif KAMEL , Dean, School of Business, The American University in Cairo, Egypt, and Eduniversal International Scientific Committee Member for Africa Mr. Martial GUIETTE , CEO and Founder of Eduniversal, France
			My school's innovation in 3 min	

TIME	LOCATION		SESSION / ACTIVITY	SPEAKERS
07:45	Marriott Cairo Hotel		Departure from the Marriott Cairo Hotel to AUC Campus in New Cairo	
09:30 - 09:35	Al-Alfi Hall	Opening	Opening Remarks	Master of Ceremony - Assistant Professor Nellie El-ENANY , School of Business, The American University in Cairo. Prof. Sherif KAMEL , Dean, School of Business, The American University in Cairo, Egypt.
Theme : Innovation and Leadership				
09:35 - 10:05	Al-Alfi Hall	Keynote 1	Rethinking the future of business and management education: How can business schools adapt to remain from a global perspective? The next innovation	Prof. Sung Joo PARK , Former Dean and Vice President of Korea Advanced Institute of Science and Technology (KAIST) and Eduniversal Scientific Committee member for Far East Asia.
10:05 - 10:15	Al-Alfi Hall		Q&A Session	Moderator: Assistant Professor Nellie El-ENANY , School of Business, The American University in Cairo, Egypt.
10:15 - 11:30	AUC		Guided Campus tour	
11:30 - 12:30	Al-Alfi Hall	Panel session 1	What's next for deans: insights from the business school's leadership in uncertain times.	Chair: Prof. Sherif KAMEL , Dean School of Business, The American University in Cairo, Egypt Dr. Anuj MEHROTRA , Dean, GW School of Business, George Washington University, USA Prof. Tales ANDREASSI , Deputy Dean FGV-EAESP Sao Paulo School of Business Administration, Brazil Prof. Igor POSTUIA , Vice-Dean, Faculty of Management, University of Warsaw, Poland Prof. Ian FENWICK , Dean, Sasin School of Management, Thailand
12:30 - 14:15	Alfi Terrace		Networking Lunch and 2022 Eduniversal Palmes of Excellence Ceremony	
14:15 - 14:30	Library Garden		Official Group Photo	
Theme : Societal Impact and SDGs				
14:30 - 15:30	Al-Alfi Hall	Panel session 2	The future of internationalization in light of the changing dynamics and the opportunities enabled through digital transformation; how are business schools reimagining their internationalization model?	Moderator: Mrs. Wafaa Sabry , Senior Director External Relations, School of Business, The American University in Cairo, Egypt Prof. João AMARO DE MATOS , Vice Rector, Nova University Lisbon, Portugal Mrs Iryna TYKHOMYROVA , President, International Management Institute - MIM Kyiv, Ukraine Mr Axel SCHUMACHER , Eduniversal Scientific Committee member for Western Europe Prof. Sherif ALY , Chair, Department of Computer Science and Engineering, School of Sciences and Engineering, The American University in Cairo, Egypt
15:30 - 16:30	Al-Alfi Hall	Panel session 3	How do business schools integrate sustainable development goals into their curriculum, research endeavors, and community development activities?	Chair: Dr. George JABBOUR , Vice Dean for Executive Education; Program Director, Master of Science in Finance, GW School of Business, George Washington University, USA and Eduniversal Scientific Committee member for North America Prof. Nehme AZOURY , Deputy President for Corporate and Employment Affairs, Holy Spirit University of Kaslik (USEK), Lebanon and Eduniversal Scientific Committee member for Eurasia & Middle East Dr. Joshua PARK , Dean, SolBridge International School of Business, Woosong University, South Korea Prof. Janis LAZOVSKIS , Assistant Professor, Academic Advisor for Baltic IT Leadership program, Riga Technical University (RTU) - Riga Business School (RBS), Latvia Prof. Dr. Andreas ALTMANN , Rector MCI Entrepreneurial University, Austria
16:35	School of Business, AUC		Departure to the Marriott Cairo Hotel	
18:45	Marriott Cairo Hotel		Meet in the hotel lobby to move to the dinner location	
19:00 - 22:30			Liberty Nile Cruise - Networking dinner	

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08:00	Marriott Cairo Hotel		Departure from the Marriott Cairo Hotel to AUC Campus, New Cairo	
09:45 - 10:45	Al-Alfi Hall	Panel session 4	Students' Engagement and Societal Impact: Global Collaboration Projects	Chair: Prof. Ali AWNI , Professor of Practice and Director, The John D. Gerhart Center for Philanthropy, Civic Engagement & Responsible Business, The School of Business, The American University of Cairo, Egypt Ms Daria DENISOVA , Associate Dean for International Affairs, Lomonosov Moscow State University Business School, Russia Mr Ibrahim Mahmoud EL-SHORBAGY , Co-founder Karpos, Egypt (AUC student) Mrs Marie-Helene CUSSAC , Leadership & Creativity Management Coach, Unleash Creativity - College of Europe, France Dr. Liga PEISENIECE , Rector, BA School of Business and Finance, Latvia
11:00 - 12:00	Room P019 Campus Center	Workshop	Design thinking	Prof. Hoda MOSTAFA , Director, Center for Learning and Teaching, The American University in Cairo, Egypt
11:00 - 12:00	Room P022 Campus Center	Breakout session 1	Leadership and Creativity	Mrs Marie-Helene CUSSAC , Leadership and Creativity, Management Coach, Unleash Creativity, College of Europe, France Dr. Ali NAWAWI , Co-founder, Scarabeus Sacer, UK
11:00 - 12:00	Room P020 Campus Center	Breakout session 2	Mentoring Startups: Experiences from University-based Incubators/ Accelerators	Ms Yasmine NAGATY , Manager, Accelerator Program, the Venture Lab, School of Business, The American University in Cairo, Egypt Mrs Anta SECK , Marketing and Communication Director, Groupe ISM, Senegal
12:15 - 12:40	Al-Alfi Hall	Keynote 2	It's time for the activist business schools?	Prof. Jonathan FOSTER-PEDLEY , AABS Board Chairman, Dean and Director Henley Business School Africa, South Africa
12:40 - 12:50	Al-Alfi Hall	Keynote 2	Q&A Session	Moderator: Professor of Practice Noah FARHADI , School of Business, The American University in Cairo
12:50 - 14:00	Alfi Terrace		Networking Lunch	
14:00 - 15:00	Al-Alfi Hall	Panel session 5	What have we learned from the pandemic: innovate pedagogical approaches and the future of learning	Chair: Prof. Jonathan FOSTER-PEDLEY , AABS Board Chairman, Dean and Director Henley Business School Africa, South Africa Associate Professor Shivraj KANUNGO , Vice Dean Graduate Programs, GW School of Business, George Washington University, USA Prof. Per AGRELL , Dean, UC Louvain School of Management, Belgium Prof. Tanja DMITROVIC , former Vice Rector, University of Ljubljana and member of the Academic Unit for Marketing at SEB LU, Slovenia
15:15 - 16:15	Room P019 Campus Center	Breakout session 1	How can the future of work impact the future of learning?	Ms Nagla KINAWI , HR Director, Vodafone, Egypt Prof. Dr. Aneeta MADHOK , Life Coach, Managing Director at Open Spaces Consulting and Eduniversal International Scientific Committee member for Central Asia
15:15 - 16:15	Room P022 Campus Center	Breakout session 2	How can digital transformation impact the business school's ecosystem?	Dr. Azza EL-SHINAWY , Head of Egypt Amazon Web Services, Egypt. Prof Maria João CORTINHAL , Dean, ISCTE Business School, Portugal
16:15 - 16:35	Al-Alfi Hall	Keynote 3	What business schools can be doing for promoting entrepreneurship to bridge the gap between business and society?	Dr. Anuj MEHROTRA , Dean, GW School of Business, George Washington University, USA
16:35 - 16:45	Al-Alfi Hall	Keynote 3	Q&A Session	Moderator: Assistant Professor Rim CHERIF , School of Business, The American University in Cairo, Egypt
16:45 - 17:05	Al-Alfi Hall	Inspiration Keynote		Mr. Felix MARQUARDT , CEO, Black Elephant, France
17:05 - 17:10	Al-Alfi Hall		Closing remarks	Prof. Sherif KAMEL , Dean, School of Business, The American University in Cairo, Egypt
17:30	School of Business, AUC		Departure to the Marriott Cairo Hotel	
20:00	Aida Ballroom Marriott Cairo Hotel	Awards Ceremony	2022 Eduniversal Gala Awards Ceremony	

NOVEMBER 2

TIME	LOCATION	SESSION / ACTIVITY
Networking Discovery Day at Fayoum Oasis		
07:30	Marriott Cairo Hotel	Departure from Marriott Cairo Hotel to Fayoum
10:00	Tunis Village	Arrival at Tunis Village & visiting the pottery factory
11:30 - 12:30	Kom el Dekka	Enjoying oriental brunch at Kom el Dekka
12:30		Heading to white desert with 4*4 fleet cars
13:00 - 13:30	Wadi el Rayan Waterfalls	Arriving at Wadi el Rayan Waterfalls
13:30 - 15:00	Magic Lake	Moving to the magic lake in the middle of the desert while enjoying the sand Dunes & Safari
15:00 - 16:00		Stop on top of the highest dunes for a spectacular view of the magic lake from top & having the chance to pratice sand boarding activities
16:00 - 16:30		Bedouin party
16:30 - 18:00		Barbecue with the famous chef Fawzy, Settling in a private tent enjoying the food, sunset & Bedouin party
18:00		Heading back to Cairo